

EXHIBIT 21
(Section IV, Question 7)

COMPLIANCE WITH THE CHILDREN'S TELEVISION ACT OF 1990
AND OTHER INITIATIVES SERVING THE CHILDREN OF OUR COMMUNITY

I. INTRODUCTION

Station WRC-TV ("WRC" or the "Station") is licensed to NBC Telemundo License Co., a company under common ownership with the NBC Television Network ("NBC" or the "Network"). Both the Network and the Station have a very strong commitment to serving the educational and informational needs of children through a variety of means, including (1) the presentation of core educational and information programming that meets the requirements of the Children's Television Act of 1990 and the Commission's implementing regulations;¹ (2) the regular broadcast of other programming directed to children that, while not categorized as core programming, has serving the educational and informational needs of children as a significant purpose; and (3) non-broadcast efforts that enhance the educational and informational value of the Station's programming and better the lives of children in WRC's viewing area through direct involvement of the Station and its staff in the community. Each of these initiatives is described in more detail below.

II. CORE PROGRAMMING

Throughout the current license term,² NBC has focused its core programming efforts on older children (ages 9-16), who have outgrown the more ubiquitous, younger-skewing educational programs, but who still have a great need for educational and informational programming that is both high-quality and entertaining. NBC determined that the Saturday morning/early afternoon time period was the most effective time to reach this intended audience.

A. Core Programming Content

From the commencement of the term until the fourth quarter 2002, NBC and WRC targeted teens aged 13 to 16 years and met the informational and educational needs of this demanding audience segment through a three-hour block of programs aired on Saturday mornings referred to as *Teen NBC*. This block included the following Network-supplied

¹ See C.F.R. § 73.671 (2003); *Policies and Rules Concerning Children's Television Programming, Revision of Programming Policies for Television Broadcast Stations*, Report and Order, 11 FCC Rcd 10660 (1996).

² WRC's most recent renewal application was granted by the Commission on May 4, 1999. See FCC File No. BRCT-19960530KH.

programs, among others, specifically designed to meet the educational and informational needs of this age group:³

Saved by the Bell – This series explores social themes through the daily school life of six teenage friends at Bayside High who help each other make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models as they explore such issues as dealing with the death of a loved one, the right to say "no," the meaning of heroism, and teenage alcohol use.

NBA Inside Stuff – This program introduced the teen audience to the pro-social, off-court activities of basketball players and others, particularly individuals who have overcome various obstacles in order to achieve their goals. The program segments are based on a curriculum inspired by the U.S. Department of Education's Goals 2000, with particular focus on messages encouraging school completion, community service, cooperation, tolerance of difference, healthful living, peaceful conflict resolution, and global awareness.

Hang Time – This series shows how a group of teens deals with gender equality, competition, cooperation, and balancing priorities. In each episode, one or more characters in the story moves from one level of knowledge to a higher level of knowledge or awareness, which conveys an educational message to the audience.

City Guys – This series explores the pressures of living in a big city environment where teens frequently face particularly difficult and challenging life situations that require them to learn sophisticated and responsible decision-making to stay safe and focused. The series follows the encounters and problem-solving of two young men through an eventful school year at Manhattan High and shows teens how to work with their principal, family, and friends to be successful.

In 2002, NBC teamed with Discovery to develop a new educational and informational programming initiative called ***Discovery Kids on NBC***, which launched in the fourth quarter of 2002, also beginning in the Saturday morning time block. As with ***Teen NBC***, the target audience for ***Discovery Kids*** is somewhat older children, specifically, kids aged 9 to 14 years. Acclaimed programs in this series include:⁴

Prehistoric Planet – Based on the award-winning BBC/Discovery series "Walking with Dinosaurs," this remarkable program uses sophisticated computer

³ These are illustrative programs. More comprehensive and detailed information about these and other core programs is available in the quarterly reports on Form 398 submitted to the Commission by the Station.

⁴ More comprehensive and detailed information on the ***Discovery Kids*** programs is available in the quarterly reports on Form 398 submitted to the Commission by the Station.

graphics to travel back in time over 200 million years and recreate the prehistoric world and its dinosaur and early mammal inhabitants.

Croc Files – This series takes the audience on travels around the world with naturalist, adventurer and story-teller Steve Irwin of the Australian Zoo, who exposes the audience to the habitat and behavior patterns of non-domesticated animals.

Operation Junkyard – This series creates teams of children who are interested in building and inventing. In each episode, the teams are presented with an engineering challenge that meets a number of educational objectives: to show how a team can work successfully under pressure to create working machines, to demonstrate the use of recyclable objects to create something unique, and to show the audience that the basic principles of engineering are accessible to anyone who wants to know how things work.

Endurance – This series features typical kids aged 12-16 succeeding at physical, intellectual, and strategic challenges. Along the way, audience members learn about famous historical challenges and feats of endurance, such as Sir Edmund Hillary's ascent of Mount Everest and Houdini's escape artistry.

Scout's Safari – The first children's program to be filmed in an African animal reserve, this program follows the development of a 14-year-old girl, Scout, who moves with her mother and stepfather to her mother's home on a game reserve in South Africa. The program shows how Scout adjusts to her new home, including making friends in a strange environment, gaining an understanding of different religions and cultures, and finding her place in her blended family.

Several new programs were introduced during the third quarter of 2003, including the following:

Adventure Camp – This series takes eight kids to a wild animal complex in Florida where they combine competition, relationship-building, and science into a program of learning and fun. The team learns about animal habitats, animal behaviors, animal care, and ecological balance.

Jeff Corwin Unleashed – This program has one overarching goal – to teach the audience the importance of ecological balance and wildlife conservation through the travel adventures of naturalist and environmentalist Jeff Corwin. In May 2004, Jeff Corwin was honored with an Emmy award as best performer in a children's series for his role in ***Jeff Corwin Unleashed***.

Throughout the license term, the Station has broadcast, in addition to the Network programming described above, the award-winning local program ***It's Academic***, which has been

on the air for 41 years and is endorsed by the National Association of School Boards. More than 80 Washington-area high schools are represented on the program each year. Reaction to the program, which airs in the Saturday morning block, has always been extremely enthusiastic. Schools, parents, educators, and students have been unflagging in their loyalty to *It's Academic*, which in turn motivates students to a higher level of academic achievement. The admiration and respect normally reserved for athletic heroes are extended to the students who represent their schools on the program. Competition is fierce, and the educational value of the program goes beyond the program itself, as students put in many hours of study and practice before they appear.

B. Core Programming Schedule

As noted above, NBC determined that Saturday morning/early afternoon was the most effective time to reach the target audience of older children and younger teens for its core educational and informational programming. Accordingly, as an East Coast-based affiliate, WRC typically aired the programming described above in the 10:00 a.m. to 1:00 p.m. time slot. In the vast majority of cases throughout the license term, as demonstrated by the Station's Forms 398, these programs were aired in their scheduled time slots.⁵ When breaking news,⁶ other news,⁷ or live network sports programs resulted in preemptions, the programs, in most cases, were rescheduled to their second homes on the same day, to another time slot on the same day, or, in a few cases, to another day.

The staff of the Media Bureau has determined that preemptions for breaking news are exempted from the core programming requirements because coverage of breaking news "is

⁵ In reviewing the Forms 398 submitted by WRC prior to the revision of the form for the first quarter of 2001, the staff should be aware that for a portion of this time period, WRC staff understood the column labeled "Total times aired" in the core programming section to refer only to the total times a program aired in its regularly scheduled time period, not to the total times the program aired in its regular time slot *plus* rescheduled preemptions. For example, in the Form 398 submitted for the fourth quarter of 1999, total times aired for "Hang Time" is listed as 11, with two rescheduled preemptions. In fact, the total times aired is 13, with both preemptions rescheduled to the program's second home.

⁶ Breaking news stories during the license term that resulted in preemptions of Saturday morning programs included the crash of John F. Kennedy, Jr.'s private plane, the seizure of the young Cuban boy Elian Gonzalez from the home of his Florida relatives, the Washington, D.C. sniper attacks during the fall of 2002, the space shuttle Challenger disaster, and the commencement of the war in Iraq.

⁷ Other news included coverage of events such as President Bush's Inauguration in January 2001 and the tragic events of September 11 later that year. In addition to preemption of *It's Academic* on September 15, 2001, in order to present an expanded version of *News4 Today*, WRC preempted *NBA Inside Stuff* to present a special program on the terrorist attacks, called *Asking, Listening, Healing*, which was broadcast live from WNBC in New York and was specifically designed to address the special concerns of children about the attacks. This program is described in more detail in Section III below.

plainly in the public interest” and “[b]y definition, such programming is unpredictable.”⁸ Accordingly, preemptions for breaking news are credited toward the preempting station’s three-hour average as if the programs had aired.⁹

Likewise, the staff of the Media Bureau accorded flexibility to the affiliates and owned and operated stations of NBC and the other major networks to preempt a limited amount of core programming for the presentation of live network sports. In such cases, the staff expects the preempting stations to attempt to reschedule the preempted programs into a “second home,” to a period adjacent to other children’s programming, or, in isolated cases, at any time during core hours during the week of preemption, and to provide notice of the rescheduling on-air and in the local listings.¹⁰ As demonstrated by the Forms 398 submitted by WRC, the Station has in most cases been able to reschedule programming preempted for live network sports to a second home or to a program slot within the same week.¹¹

Based on the foregoing, the Station believes that it has met the Commission’s objectives with respect to core programming during the current license term. Further, as detailed below, the Station has provided substantial amounts of non-core programming which has serving the educational and informational needs of children as a significant purpose.

III. NON-CORE PROGRAMMING

A. Regularly Scheduled Informational and Educational Programming Not Counted as Core

Throughout the license term, and as detailed on the Station’s Forms 398, WRC has broadcast informational and educational programming adjacent to its 10:00 a.m. to 1:00 p.m. Saturday morning block of core children’s programming. Beyond the three hours of children’s informational and educational programming that was regularly scheduled to air from 10:00 a.m. to 1:00 p.m., the Station has aired additional regularly-scheduled or near regularly scheduled informational and educational children’s programming. During virtually every quarter since the September 1, 1997, effective date of the new core programming rules, WRC has aired one of its

⁸ See Letter from Roy J. Stewart, Chief, Mass Media Bureau, to Rick Cotton and Diane Zipursky, NBC, dated July 11, 1997 (“1997 Letter”); see also Letter from Roy J. Stewart, Chief, Mass Media Bureau, to Diane Zipursky, NBC, dated October 28, 1998 (“1998 Letter”).

⁹ 1997 Letter at 4, 5; 1998 Letter at 5.

¹⁰ 1997 Letter at 5; 1998 Letter at 5. The Staff also has indicated that stations may reschedule the programming to air within two weeks of the preempted date on rare occasions. See Letter from Roy J. Stewart, Chief, Mass Media Bureau, to Martin D. Franks, Senior Vice President, CBS, Inc., dated July 11, 1997.

¹¹ In a relatively few cases, the Station has been unable to reschedule programs preempted due to live coverage of major sports events, such as the Olympics, the French Open (including the historic face-off between African-American sisters Venus and Serena Williams), and Wimbledon, where Venus Williams was the first African American woman to win this prestigious tennis championship. Although these programs preempted core programming, they also had substantial value to young viewers in the Washington, D.C., area.

core programs (*It's Academic*, *NBA Inside Stuff*, *Saved by the Bell*, *Hang Time*, *City Guys*, or *Scout's Safari*) in the 1:00 p.m. time slot on Saturdays. In many quarters, these programs ran 11, 12 or even 13 times in this home slot. These programs were not categorized as core because they were more vulnerable to being preempted by live network sports, and when preempted, were most often rescheduled to an early-morning slot outside of the core hours. The programs, however, clearly addressed the informational and educational needs of the Station's young viewers.

Other regularly scheduled, non-core programming broadcast by WRC that served the informational and educational needs of children during the current license term include the following programs:

News for Kids – This program provides young people with information about the world around them, including science, the environment, or current events. The program stimulates creativity and shows kids that they can achieve their dreams and that they can make a difference.

News Four At Four, Five, Six And Eleven PM – Every weekday at 4:00 p.m., 5:00 p.m., 6:00 p.m., and 11:00 p.m., meteorologist Bob Ryan and the WRC on-air weather team educate viewers of all ages on aspects of astronomy and the weather during WRC's daily newscasts. Frequently, they point out unusual phenomena visible in the evening sky and explain the science behind eclipses, meteor showers, shooting stars, and other celestial events. Adult and young viewers are invited to become part of Bob's Weather Watch team. Nightly, Weather Watchers call in weather conditions in their neighborhoods, and that information is posted on the on-air weather map. Schools and students participating in the *4-Winds Project* (described in Section IV below) call in their weather data to News4, where it is regularly reported in the daily weather news segments.

Teen TV – On this program, a weekly segment on News4 Saturday, aired at approximately 9:45 a.m., teens reported on subjects of interest to their peers. The target audience is teens 13-20, with occasional pieces that address the concerns of pre-teen students. This program has featured topics such as aggressive driving, differences between role models and goal models, the sale of Girl Scout cookies, and teens inside maximum security at Lorton Correction facility. The segment is produced in connection with the Broadcast Factory, a television production studio for young people in the Washington area. The Broadcast Factory is the brainchild of WRC-TV cameraman Harry Davis, who has worked with young people to teach them television production skills. WRC has donated much of the equipment used by the students.

WRC carries the NBC network's public service campaign, *The More You Know*. These public service announcements directed to children 16 and under are

positive messages on topics such as education, anti-drug abuse, violence prevention, community service, teacher appreciation, teen pregnancy, and environmental awareness. The messages are aired in the Saturday morning teen block as well as selected prime time programs and sports events attracting the target audience.

B. Special Programming to Meet the Informational and Educational Needs of Children

During the current license term, the Station has broadcast a number of specials that address the informational and educational needs of children. These specials include:

NFL Youth Special: Play Football – This special celebrates the changing face of junior and high school football as seen through the eyes of young people. It includes a look at the season-long activities of the “Play Football” youth program, highlights from the annual Pop Warner “Super Bowl,” and three features on inspirational high school student athletes. The show featured segments on the first woman to kick field goals for a high school football team, a hearing impaired high school running back, and former gang members who play football for a New York City high school. These segments teach kids about overcoming the odds. The educational themes are: goals can be accomplished with hard work, desire, and discipline; academic achievement is important; and self esteem can help overcome obstacles. (1/25/97)

NBA Team Up Celebration – The NBA Team-Up Celebration Special honors students who contribute their time, energy, and creativity to make a difference in their communities. Celebrities and teens join together to discuss the importance of volunteering and cite efforts made by several teenagers. Celebrities join basketball stars and the show’s hosts to encourage live audience members and viewers to volunteer in their own communities. (2/8/97)

National Geographic -- Asteroids: Deadly Impact – Renowned geologist Eugene Shoemaker and his wife and collaborator Carolyn lead the world in space research. They study the outer reaches of the universe with high power telescopes looking for asteroids. They also study spots here on earth where asteroids, traveling at great speeds, have blasted tremendous holes in the earth and then disintegrated. Many of these studies are undertaken in an effort to predict the possible impact and aftermath of an asteroid hitting the earth – perhaps not too farfetched a notion given the fact that an asteroid called Comet Shoemaker Levy 9 recently crashed into Jupiter. (2/26/97)

Washington Post Spelling Bee – The Washington Post Spelling Bee, hosted by WRC personnel, features students in grades four through eight from Virginia and Maryland private, parochial, and public schools. The program demonstrates that

spelling helps with diction and speaking, encourages young people to be academically competitive, recognizes academic excellence, and highlights student achievement. The competition provides young people with the opportunity to witness the positive results of other youngsters having studied difficult words. Winners of the Bee may go onto the Scripps Howard National Spelling Bee. (4/2/97; 4/1/98; 3/24/99)

Washington Informer Spelling Bee – The Washington Informer Spelling Bee, hosted each year by WRC personnel, features students in grades four through eight from the District of Columbia public and non-affiliated schools. The program demonstrates that spelling helps with diction and speaking, encourages young people to be academically competitive, recognizes academic excellence, and highlights student achievement. The competition provides young people with the opportunity to witness the positive results of other youngsters having studied difficult words. Winners of the Bee may go on to the Scripps Howard National Spelling Bee. (4/3/97; 4/2/98; 3/25/99; 4/8/00; 4/7/01; 3/30/02; 4/12/03)

National Geographic: Volcano – This program follows researchers into the mouths of some of the world's most dangerous and active volcanoes for an up-close look at one of nature's most violent unknowns. (5/19/97)

It's Academic Superbowl – This "superbowl" edition of the popular weekly program determines the winning team for the ***It's Academic*** season. Semi-finalist teams compete for the ***It's Academic*** championship title. The goals and structure of this special broadcast are the same as those of the weekly program. (6/28/97; 6/27/98; 6/26/99; 6/24/00; 6/23/01; 6/30/02; 6/28/03)

NBA Inside Stuff All Star Special – NBA stars talked with children about topics such as hard work, being a good sport, and meeting goals. Celebrities entertained the students and acknowledged their community service and hard work. "Two-ball" games demonstrated some of the fundamentals of basketball. This form of basketball is a good way for children to start gaining basketball skills. Players donated the proceeds of the ***Clear Shoot Around*** to charity. (February 1998)

NAACP-ACT-SO Students Awards – Broadcast by the Station in August 2000, this program produced by the National Association for the Advancement of Colored People congratulated winners in 25 categories in the annual Academic, Cultural, Technological, and Scientific Olympics (ACT-SO). The competition was held as part of the 91st Annual NAACP Convention in July 2000 at the Baltimore Convention Center.

Safe Passages: Voices from Middle School – This live telecast produced by Court TV and WNBC featured middle school children in the Washington, D.C., area as they attempted to shatter the myth that adolescence is a safe and innocent

time of life. The program explored the world as kids experience it, with discussion on the threat of gossip and ridicule, bullying and violence, and the overall struggle to grow up in today's society. **Today Show** meteorologist Al Roker and Catherine Crier hosted this special. (10/17/00)

Asking, Listening, Healing – This three-hour special, geared to children 13-16 years old, addressed their fears, concerns, and prejudices in light of the September 11 attacks on the World Trade Center. A panel of children from the New York tri-state area spoke with educators and psychologists about how the horrific events of September 11 affected them and how they coped with the images of destruction, the many deaths, and the fears for their safety. Children of the Islamic faith on the panel discussed how other Americans view them. (9/15/01)

NBA All Star – Stars from basketball, television, and the music industry appeared at this NBA concert/party to honor kids all over the country who are Reading to Achieve. Each guest offers praise and advice to kids, and all of them stress the importance of reading in preparing for success in life. Segments showing NBA players reading and talking to kids about reading are also shown throughout the program. Children are also interviewed and they give several "reasons to read," including obtaining information, experiencing the enjoyment of a good story, getting involved with favorite characters, and filling the day with something different to do. The audience members for this concert portion of the special were chosen to participate because of their performance and participation in their school's reading program. (2/9/02)

EA Sports Roundball Classic – This event is the oldest high school basketball All-Star game in the United States and is the most prestigious showcase of high school seniors. (4/13/02)

Fat Albert Christmas Special – NBC presents the return of Fat Albert and the Cosby Kids in one of the best-loved animated holiday specials, ***The Fat Albert Christmas Special***. While preparing for the Christmas pageant, Fat Albert and the Cosby Kids meet a less fortunate family whom they decide to help as they offer their clubhouse as shelter. However, when Tyrone, the owner of the land on which the junkyard clubhouse sits, threatens to demolish the shack, Fat Albert and the Cosby Kids teach him (and our audience) the true meaning of Christmas in an effort to spare the clubhouse. (12/21/02)

American Legacy: Heritage Moment – This special, hosted by Tim Reid, was broadcast in observance of Black History Month. The program tells the little-known story of the Red Ball Express – more than 8,000 African-American soldiers serving in WWII who met the challenge of keeping the fastest moving army in history supplied, enabling the liberation of France from Nazi Occupation. (3/1/03)

Reader's Digest National Word Power Challenge – The program puts ten finalists through a series of grueling vocabulary questions to test the limits of their verbal skills. The finalists were selected from a national competition of state championships in all 50 states, Washington, D.C., and the Department of Defense Dependents schools. Kids from grades 4 through 8 competed for \$50,000 in college scholarships. (5/24/03)

IV. NON-BROADCAST INITIATIVES THAT ENHANCE THE INFORMATIONAL AND EDUCATIONAL VALUE OF WRC'S PROGRAMMING AND IMPROVE OUR COMMUNITY

WRC demonstrates its commitment to the children residing in Washington, D.C., and the surrounding area not just through programming directed to their informational and educational needs, but also through direct involvement in their communities. With its Internet home page, WRC has taken advantage of innovative technology to enhance the value of the Station's informational and educational programming. The Station also promotes education through community outreach and has sponsored various events that promote health awareness, cultural diversity, and athletic achievements. The Station also has contributed to the Washington, D.C., community by raising money for scholarships, raising money to send underprivileged children to summer camp, and holding holiday food and clothing drives.¹²

Promoting Education on the Internet

The ***WRC Internet home page*** supports the Station's broadcast effort with additional information on stories that have received mention on the air, such as election coverage, Olympic coverage, Consumer Watch, and the weather, including downloadable weather photos. In an effort to meet the changing intellectual/cognitive and social/emotional needs of children in today's society, the portions of the WRC home page devoted to children are constantly evolving. During the current license term, the WRC home page has included the following features intended to enhance the value of the Station's informational and educational programming:¹³

Working 4 Kids Cyber School linked kids to frequently used reference and educational areas, such as Understanding our Planet, Bartlett's Familiar Quotations, English to Spanish Dictionary, and the Library of Congress.

¹² Because WRC adapts its non-broadcast initiatives to the changing needs of its audience, some of the initiatives described herein were introduced and/or discontinued during the license term, while others were maintained throughout the license term. Additional detail on each initiative described in this Section IV is provided in the Forms 398 submitted to the Commission by the Station.

¹³ These examples are illustrative. Detailed descriptions of those features of the WRC home page directed to the informational and educational needs of children are provided in the Forms 398 submitted to the Commission by the Station.

At the Max supplemented the educational value of the Network's *Teen NBC* program block. The goals of this site were, first, to create a platform for the teen community where opportunities for self-expressions become the core of the interactive experience; second, to build these communities wherever possible around the themes and ideas generated within the *Teen NBC* shows themselves; and third, to provide online resources of information and guidance around the issues that most effect teens' lives. One portion of the website included the feature *How Do You Rate*, which allowed viewers to explore in depth many of the difficult issues *Teen NBC* characters face each week, including substance abuse, sexual harassment, peer pressure, competition, violence, conflict resolution and many critical family issues.

Mad Money Room educated teens about money management, and *Take a Stand* encouraged teens to get involved in community service by profiling teen volunteers across the nation.

Snap.com Teen Zone included polls, message boards, and features on subjects such as relationships, family, advice columns, dating, drugs and alcohol, entertainment, and other teen sites on the web.

The More You Know campaign's website (www.nbc.com/tmyk) featured scripts from the award-winning public service announcements, referral information for the organizations referenced in the PSAs, a general campaign overview, and educational materials produced in connection with NBC programming. The site also included a list of the campaign's most recent accolades.

Promoting Education Through Community Outreach

In the first quarter of 1997, WRC distributed copies of its special thirty-minute television program, *Moments to Remember*, to 200 junior high schools, and approximately 300 local community service groups. The program highlighted community service projects that WRC took part in throughout 1996 and demonstrated the value of community service.

Each year, as noted above, WRC produces the *District of Columbia Citywide Spelling Bee* sponsored by The Washington Informer newspaper. This broadcast highlights the achievements of area school children as participants in this citywide contest. The winner represents the area in the 77th annual Scripps Howard National Spelling Bee to take place in Washington, D.C., in May.

Working 4 Children is an umbrella campaign that focuses on activities, programs, and efforts of all kinds that uplift children and positively affect their lives. Through this program, WRC has donated computers to local schools and has conducted the *Rewards 4 Reading* project, which encourages families to become more involved in the children's learning process by reading with them and keeping a log of each hour spent reading.

4-Winds Project – This project, the brainchild of meteorologist Bob Ryan, and co-sponsored by Giant Foods and Hughes Aircraft, is designed to promote science education through the study of weather. Originally, area schools were invited to apply to be **4-Winds** schools, and 25 applicants were chosen initially to receive weather equipment that students can use to measure precipitation, wind speed, and other weather phenomena. As of the quarter ending December 31, 1997, 110 schools participated in the program; currently, approximately 306 schools participate in the **4-Winds Project**. Students at each of the participating schools enjoy the opportunity to expand their science knowledge and technical skills. As discussed in Section III(A) above, schools and students participating in the **4-Winds Project** call in their weather data to News4, where it is regularly reported in the daily weather news segments.

In addition to his regular duties as chief meteorologist of WRC and his work on the **4-Winds Project**, meteorologist Bob Ryan visits numerous area schools, where he lectures student assemblies on science and the weather. His popularity with the schools is such that he is usually booked six months to a year in advance.

Also as part of the Station's weather program, **Bob Ryan's Weatherwise Guide and Almanac** is published annually and distributed for sale at Giant Food. All profits from sale of the almanac go to area charities benefiting children.

In March 1999, the Station launched **Mentor 2002**, a campaign designed to help non-profit human services groups attract mentors to work with the young people they serve. The objective of the campaign was to raise awareness of the need for mentors and to bring together the organizations and individuals interested in having a positive impact on a child's life. The campaign featured two community groups each month during **Volunteer 4**, which aired during the 4:00 p.m., 5:00 p.m., and 6:00 p.m. newscasts. The Station also provided information about each mentoring group on its website and produced and aired public service announcements about the importance of mentoring.

WRC's employees and News4 talent participate in the enrichment of children throughout the year by participating in school workshops, career days, and speaking engagements in area schools throughout the metropolitan area. In observance of **Read Across America Day**, News4 Emmy-award winning anchor Jim Vance read to students at Brookland Elementary school. In addition, WRC employees regularly visit Brookland Elementary School and read to students from pre-kindergarten to 6th grade. This is a part of the Station's continuing commitment to its **Working 4 Children** campaign.

WRC has participated in the DC Chamber of Commerce's **Groundhog Job Shadow Day**. Students from area high schools had the opportunity to gain new perspectives and first hand knowledge of career choices while shadowing a WRC mentor as they went about their normal day on the job.

At the Ballou High School 2001 graduation ceremony, WRC was credited with helping to carry on the important work of teacher Clarence Taylor. Through the diligence of Bob Ryan, WRC established a scholarship in Mr. Taylor's name. He was the driving force behind the school's participation in the **4-Winds Project** and a much loved mentor and motivator for students in science, technology, and meteorology.

WRC, as part of its **Working 4 Children** campaign, has joined for a number of years with **Instruments in the Attic** to help provide musical instruments to D.C. school children. As part of the campaign, the Station publicizes the need for instruments and details of the program in its news broadcasts.

WRC once again served as the television sponsor for **Hoop Dreams**. One hundred twenty-eight teams took to basketball courts set up in downtown D.C. to participate in the 3on3 tournament to raise scholarship money for students in District high schools. **Hoop Dreams** raised about \$500,000 for scholarships. WRC sportscaster Wally Bruckner was our spokesperson for this event and served as the MC for the opening program and the celebrity game.

WRC held the **First Annual Digital Edge Expo** August 26 and 27, 2001, at the Washington Convention Center. This proved to be a major weekend event for families, attracting more than 25,000 visitors in search of something educational and fun to benefit every member of the family. The Expo was free to the public. WRC's goal in creating the **Digital Edge Expo** was to reduce the digital divide. The station provided a vehicle for people to explore new technologies, ask questions, and access a world of information to help them take advantage of the technology that is going to be an ever-increasing part of all of our lives, all presented in a user-friendly atmosphere of fun.

Improving Children's Health and Fitness

The Station sponsors an annual **Health and Fitness Expo** in Washington, D.C. WRC dedicates a day around the time of the event to children in grades four through eight by hosting thousands of children from over a hundred local area schools at the event. Children participate in fitness tests, soccer, baseball, karate, dancing, basketball, golf, and boxing events specifically targeted to them. They also pursue numerous health and fitness exhibits, watch health and fitness demonstrations, and participate in workshops.

Promoting Racial and Cultural Diversity

WRC, in partnership with Telemundo's local affiliate (Ch. 64), sponsors an essay contest honoring Hispanic Heritage Month. The two stations have pooled resources for several years to bring to the forefront the importance of supporting educational endeavors for all children. **Being Latino in the U.S. is the Best of Both Worlds** was the theme of the 1000 word or less personal essays for the contest. High school sophomores, juniors, and seniors of Latin American descent from throughout the Metropolitan Area were invited to participate. The call for entries seen on

both Telemundo/Channel 64 and WRC attracted submissions from throughout the metropolitan area. The focus of the contest is education; the goal is to motivate young American Latinos to learn about and celebrate the richness of their bicultural background. Grand prize winners and finalists were honored at a gala reception at WRC.

For the seventh consecutive year, WRC was the broadcasting sponsor for the ***Black Family Reunion Celebration***, held Saturday and Sunday, September 8-9, 2001, on the grounds of the Washington Monument. The Reunion is an event that promotes the support and advocacy of all aspects of the family. Health and nutrition, education, economic empowerment, technology, and strengthening family values were the themes of the pavilions this year. WRC set up its traditional positive reinforcement pavilion for young people, with a demonstration stage for them to showcase their talents in the performing arts.

On February 11, 2004, ten finalists took home more than \$10,000 in prizes in the ***First Annual Black History Month Essay Contest***. The finalists were announced at a reception at WRC on February 10, 2004. More than 200 essays were submitted in response to the question "Why is Black History Month Important?" Students in grades 10-12 from the Washington, D.C. metropolitan area were eligible to enter.

Providing for the Less Fortunate and for Those with Special Needs

Each year, WRC holds a ***Camp 4 Kids*** campaign, which raises funds to provide camp scholarships for area children with special needs. Examples of camps that receive ***Camp 4 Kids*** funds are Camp Fantastic, which serves youngsters who have been diagnosed with cancer; Camp Virginia Jaycee, which serves those who are mentally retarded; Camp Ernest Brown, which serves financially disadvantaged children, and Camp Letts, which reserves spaces for homeless children. ***Camp 4 Kids*** selects four camps each year, and in recent years, the camps have received contributions of \$7,500 each.

During its ***Season of Giving*** campaigns, WRC has sponsored a number of programs to benefit needy families in our community. Among these was ***Project Harvest***, a food drive that collects and distributes Thanksgiving baskets to families throughout the metropolitan area. For example, in 2001, the community responded by generously contributing more than \$61,000 and two tractor trailer loads of food that fed more than 4000 families with an average of four members each. Our partnership with the Salvation Army proved equally successful in 2001 with ***Toyland and Share the Warmth Coat Drives***. Over 20,000 families received toys, bicycles, and clothing from the ***Toyland*** effort, while ***Share the Warmth*** provided 20,000 kids and needy adults with coats for the winter.